How to write the best possible application

The Fore RAFT Transition Fund for Small Charities and Social Enterprises
Transition Fund, Autumn 2020

Who is eligible?

- All UK-registered charities
- Community Interest Companies
- Charitable Incorporated Organisations
- Community Benefit Societies

...with annual incomes under £500,000

We particularly encourage smaller charities and social enterprises with turnover of under £100,000 to think about applying.
After registration, what do I do now?

• Registered organisations must submit an application document before the application deadline.

• Maximum length 3 A4 pages.

• The application document is your pitch for an interview. It’s your chance to make your case in your own words and your own format.
What should your application contain?

Four simple sections:

1. short description of your organisation
2. request for funds
3. a few simple targets
4. basic finances
1. The short description of your organisation

What issue is your organisation addressing?

What work do you do and how do you know it works?

Who is running the organisation and why are you the right people to do this?

Guide: 1 1/2 pages
2. The Funding Request

How will our funding help you be stronger or be better.

How much do you need? £15,000 is maximum

Over what time period? Funding can be 6-18 months

Guide: 1/2 page
3. A Few Simple Targets

Simple targets that will demonstrate that our funds have helped you achieve your goals.

Examples to follow

Guide: 1/4 page
3. A Few Simple Targets - example

Group working with older adults in the community. Recently moved to remote delivery and need to new IT systems to do this more effectively. Potential for working with the council.

Example 6 month grant targets:

- Purchase and install new IT equipment.
- Train staff and ensure effective use.
- Continue to develop conversations with the Council.
3. A Few Simple Targets - example

Youth organisation working with girls at risk of involvement in gangs and youth violence. Founder needs more time to build the organisation.

Example 12 month grant targets

6 mths - Handover delivery of activities to new staff member.
  - Create initial fundraising plan and write 5 applications.
  - Bring on two new trustees (one with business planning expertise and one with a legal background)

12 mths - Create a strategy and a full fundraising plan
  - Write 10 funding applications including two for over £30,000.
3. A Few Simple Targets - example

Social enterprise providing debt advice through trained volunteers. There is a waiting list for your services but without a paid staff member to coordinate volunteers you can’t bring more on board.

Example 18 month grant targets:

- Recruit and train a volunteer coordinator (6 months)
- Recruit and train 20 more volunteers (12 months)
- Work with double the number of beneficiaries (18 months)
4. Basic Finances

Suggested summary financial information table:

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* Restricted income refers to income that can only be spent for a specific purpose. Typically this reflects restrictions placed on a grant by a donor. Unrestricted income refers to income that has no such limitations and can be used for any expenditure approved by your Board of Trustees.

Guide: ½ page for table and any description you choose to add
So a good application should...

• Be a maximum of three pages long.

• Include your description of your organisation + funding request + simple targets + basic finances.

• Pitch for an interview, not to win an essay writing contest! *Don’t worry* if it’s not perfect.

• Make a request that would make your organisation stronger in the long term?
What next?

All applications are reviewed by our expert assessors

Short-listed applicants are invited for a conversation with one of our assessors

In this meeting you will have a chance to discuss your application in more depth.

In consultation with The Fore programme team, assessors will select finalists to be considered for funding by one of our panels. The assessor will prepare the final report for the panel and present your request.
Feedback: things you should know

- Our process is extremely competitive. This is why we consider it vital to guarantee every applicant feedback, even if you are unsuccessful.

- Depending on how far you get in the process, this will either be written or verbal. The further you get, the more detailed the feedback you’ll receive.

- You can re-apply to The Fore if you are unsuccessful.
Other support available from The Fore

• **Access to a network of skilled professionals**
  They can provide free support with marketing, financial modelling, strategy, business planning, IT, etc.

• **A programme of training workshops both in person and virtually.**
  Cover topics such as fundraising, strategy, impact evaluation, trustee recruitment and much more.

See our website and sign up for our mailing list for more information: [www.thefore.org/charities](http://www.thefore.org/charities)
Any questions?
The Fore - 020 7240 6192
info@thefore.org

Thank you & good luck